Declassified/Released US Department of State EO Systematic Review 30 JUN 2005

Message Text

UNCLASSIFIED

44
ACTION ARA-10

INFO OCT-01 ISO-00 EB-07 RSC-01 /019 W
---------- 106066
R 052219Z DEC 74
FM AMEMBASSY QUITO
TO USDOC WASHDC
INFO SECSTATE WASHDC 3601
AMCONSUL GUAYAQUIL

UNCLAS QUITO 8331

E.O. 11652: N/A
TAGS: BEXP, EC
SUBJECT: GUAYAQUIL INTERNATIONAL TRADE FAIR

REF: USDOC 17232; GUAYAQUIL'S A-4, FEB. 8, 1974

1. POSTS WELCOME COMMERCE SUGGESTION FOR EXPANSION OF PROJECTED OFFICIAL U.S. EXHIBITION AT FAIR. WHILE WE FEEL THAT EXHIBITORS OF PRINTING AND GRAPHIC ARTS AND BUSINESS SYSTEMS EQUIPMENT SHOULD STILL BE SOLICITED, AND OFFICIAL EXHIBIT FEATURING THESE INDUSTRIES ALONE WOULD NOT BE VIABLE.

2. BASED ON ESTIMATED HIGHEST GROWTH/SALES POTENTIAL, POSTS RECOMMEND ADDITION OF FOLLOWING: AGRICULTURAL MACHINERY (INCLUDING IRRIGATION SYSTEMS), (COMMENT: MASSEY-FERGUSON, IH, J.I. CASE AND JOHN DEERE ARE ALREADY REPRESENTED IN ECUADOR), FOOD PROCESSING AND PACKAGING MACHINERY, METALWORKING AND FINISHING EQUIPMENT, ELECTRICAL GENERATORS AND SWITCHING EQUIPMENT, FISHING AND FISH-PROCESSING EQUIPMENT, CONSTRUCTION EQUIPMENT AND VEHICLES AND MATERIALS HANDLING EQUIPMENT FOR USE IN PORTS.
ADDITIONAL LINES OFFERING POTENTIAL BUT CURRENTLY MORE LIMITED SALES ARE THE FOLLOWING: CHEMICAL PROCESSING EQUIPMENT (ESPECIALLY THERMO-PLASTICS AND PETROCHEMICAL PROCESSING), COMPUTERS AND RELATED EQUIPMENT, AND AUTOMOBILE DIAGNOSTIC AND REPAIR EQUIPMENT. AS COMMERCE AWARE, AGRICULTURAL MACHINERY AND FOOD PROCESSING AND PACKAGING EQUIPMENT TRADE MISSION IS SCHEDULED FOR ECUADOR IN FEBRUARY, 1975 AND CATALOG SHOW ON METAL WORKING AND FINISHING EQUIPMENT WILL TAKE PLACE IN JULY. CONSTRUCTION EQUIPMENT CATALOG
UNCLASSIFIED

UNCLASSIFIED

SHOW IS CURRENTLY TAKING PLACE IN QUITO. FISH PROCESSING

Declassified/Released US Department of State EO Systematic Review 30 JUN 2005

Declassified/Released US Department of State EO Systematic Review 30 JUN 2005

EQUIPMENT CATALOG SHOW WAS HELD IN GUAYQQUIL IN MAY, 1974.
NEVERTHELESS, WE FEEL THAT ABOVE PRODUCT LINES ARE OF SUCH
IMPORTANCE THAT THEIR CONTINUED PROMOTION AT FAIR IS DESIRABLE.

3. WE THINK COMMERCE WILL AGREE THAT PARTICIPATION OF NTM/NTE
US FIRMS SHOULD BE STRESSED IN ADDITION TO PARTICIPATION OF ALREADY-
ESTABLGISHED LOCAL DISTRIBUTORS OF US GOODS AND SERVICES. POSTS
WOULD APPRECIATE KNOWING COMMERCE ESTIMATE OF NUMBER OF US FIRMS IT
EXPECTS TO RECRUIT. CONGEN MUST KNOW SOON IN ORDER TO BEGIN
RECRUITING LOCAL US DISTRIBUTORS TO FILL ANTICIPATED REMAINING
SPACE; IT IS CURRENTLY CONTACTING REPRESENTATIVE FIRMS WITHIN
AFOREMENTIONED PRODUCT LINES TO GAUGE INDUSTRY INTEREST.

4. CONGEN GUAYAQUIL REPORS THAT ALTHOUGH FAIR MANAGEMENT HIGHLY
DESIROUS OF US PARTICIPATION, IT WILL NOT WAIT INDEFINITELY FOR
CONCRETE REPLY, ESPECIALLY IF ANOTHER COUNTRY EXPRESSES INTEREST
IN PAYING REGULAR PUBLISHED RATES FOR PAVILION BEING OFFERED TO
US. GIVEN THIS SITUATION WE REQUEST THAT USDOC ADVISE SOONEST
DATE WHEN CONTRACT CAN BE SIGNED WITH FAIR MANAGEMENT. IN
MEANTIME, CONGEN WILL ATTEMPT TO OBTAIN COMMITMENT FROM FAIR
MANAGEMENT THAT PROJECTED US PAVILION WILL NOT BE COMMITTED TO
ANYONE ELSE PRIOR TO CERTAIN DATE.

5. PLEASE MAKE GUAYAQUIL ACTION AND QUITO INFO ADDRESSEE ON
FUTURE CABLES DEALINF WITH GUAYAQUIL FAIR.
BREWSTER

UNCLASSIFIED

NNN

Declassified/Released US Department of State EO Systematic Review 30 JUN 2005

Declassified/Released US Department of State EO Systematic Review 30 JUN 2005

Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 05 DEC 1974
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1974QUITO08331
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: D740354-0936
From: QUITO
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1974/newtext/t19741257/aaaabxdb.tel
Line Count: 87
Locator: TEXT ON-LINE, ON MICROFILM
Office: ACTION ARA
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: USDOC 17232; GUAYAQUIL'S A-4, FEB. 8, , 1974
Review Action: RELEASED, APPROVED
Review Authority: MorefiRH
Review Comment: n/a
Review Content Flags:
Review Date: 22 AUG 2002
Review Event:
Review Exemptions: n/a
Review History: RELEASED <22 AUG 2002 by ReddocGW>; APPROVED <11 FEB 2003 by MorefiRH>
Review Markings:

Declassified/Released
US Department of State
EO Systematic Review
30 JUN 2005

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: GUAYAQUIL INTERNATIONAL TRADE FAIR
TAGS: BEXP, EC
To: COM
Type: TE
Markings: Declassified/Released US Department of State EO Systematic Review 30 JUN 2005

Declassified/Released US Department of State EO Systematic Review 30 JUN 2005